

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02932 060815Z

20

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W
----- 043414

P 060710Z MAR 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC PRIORITY 8480

INFO AMCONSUL FUKUOKA

AMCONSUL OSAKA KOBE

UNCLAS TOKYO 2932

FOR COMMERCE/OIM/ROBERT KELLY

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FRANCHISING TRADE MISSION

REF: (A) TOKYO 2797; (B) STATE 004018, (C) STATE 044293

1. DIB-471P FORMS ON THREE MISSION MEMBERS HAVE BEEN RECEIVED. NO DIB-471P HAS BEEN RECEIVED ON KOPY-KAT. PLEASE ADVISE.

2. TANDY LEATHER FROM INDICATES THEY ARE INTERESTED IN DIRECT SALES AND DISTRIBUTORSHIP TO HANDICRAFT STORES AND INDIVIDUALS. THIS DOES NOT RPT NOT APPEAR TO BE FRANCHISE OFFER. HANDICRAFT STORES PER SE DO NOT RPT NOT EXIST TO ANY EXTENT IN JAPAN; THEREFORE, TANDY'S STATED OBJECTIVE OF DIRECT SALES TO ESTABLISHED CHANNEL WILL BE DIFFICULT. PLEASE CLARIFY WHETHER PURPOSE OF TANDY'S MISSION IS IN FACT FRANCHISING OR NOT.

3. SHERATON'S FORM GIVES NO RPT NO INFORMATION OF VALUE TO EMBASSY AND CONSULATES TO AID IN IDENTIFYING PROSPECTIVE FRANCHISEES. PLEASE CLARIFY WHAT SHERATON'S SPECIFIC BUSINESS INTERESTS IN JAPAN ARE: ARE THEY LOOKING FOR ALREADY-EXISTING HOTEL NETWORK, OR ARE THEY LOOKING FOR PARTNER WITH WHOM THEY CAN DEVELOP HOTEL NETWORK IN FUTURE?

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4. PLEASE REPLY SOONEST, AS INFORMATION IS NECESSARY
FOR PRINTING BROCHURES AS WELL AS ANSWERING PRESS AND
TELEPHONE INQUIRIES ON SUBJECT MISSION.

5. ENCLOSED WITH INFO MISSION MEMBERS WAS QTE BUDGET
INSTRUCTIONS FOR POSTS UNQTE SHOWING DOLS
3,000 COMMERCE BUDGET, DOLS 1,200 SPECIAL MISSION FUND
FOR TOTAL DOLS 4,200 FOR TOKYO/OSAKA/FUKUOKA. IS THIS
TOTAL BUDGET? PLEASE ADVISE SOONEST.
HODGSON

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NNN

Message Attributes

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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
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